

Long Beach CityWorks

Additional or alternative format copies can be requested by calling (562) 570-7745.

This document is also available on the City of Long Beach website at www.longbeach.gov

MORE RESOURCES

- City of Long Beach Public Library
Business Connect (562) 570-7500
www.longbeach.gov/bizconnect
- Greater Long Beach Workforce Development Board
(562) 570-3700 www.longbeachworkforce.org
- Long Beach Area Chamber of Commerce
(562) 436-1251 www.lbchamber.com
- Long Beach International Trade Office
(562) 495-6075 www.lbito.org

Workshops

The City of Long Beach Economic Development Bureau and the Small Business Development Center Network offer a variety of workshops for business owners and prospective business owners.

Call (562) 570-3800 for details.

DATE	NAME OF WORKSHOP
4/18/07	How To Get Started In Business
4/24/07	Small Disadvantage Business (SDB) / 8(A) Synopsis
5/2/07	How To Write a Business Plan (in Spanish)
5/10/07	Marketing for the Small Business
5/15/07	Quickbooks - Session 1
5/15/07	Quickbooks - Session 2
5/31/07	Introduction to Federal, State, and Local Contracting
6/5/07	Successful New Product Launches
6/13/07	How to do Business with the General Services Agency
6/26/07	How to Write a Business Plan

BUSINESS RESOURCES

ASSOCIATION NAME
Center for International Trade Development
City of Long Beach Business Development Center
City of Long Beach Diversity Outreach Program
City of Long Beach Procurement Hotline
City of Long Beach Purchasing Department

PHONE
(562) 938-5018
(562) 570-3800
(562) 570-6462
(562) 570-6361
(562) 570-6361

WEB ADDRESS
<http://longbeach.citd.org>
www.longbeach.gov/ecd
www.longbeach.gov/diversity
www.longbeach.gov/purchasing
www.longbeach.gov/purchasing

HANDY PHONE LIST FOR LONG BEACH BUSINESSES
(ALL NUMBERS ARE 562 AREA CODE, EXCEPT WHERE NOTED)

Building Inspection Hotline (24 Hour)	.570-6105	Historic Preservation Office	.570-6864
Business Development Center	.570-3800	Labor Market Information	.570-3800
Business Diversity Outreach Program	.570-6462	Local Business Preference Program	.570-7745
Business License Information Line	.570-6211	Long Beach Airport Information	.570-2678
Building Permit Information Line	.570-6651	Parking Citations	.570-6822
Business Watch	.570-7274	POLICE: Cell Phone Emergency Number	.435-6711
Career Transition Center Employer Services	.570-3700	Pothole Repair Hotline	.570-3259
City Fees	.570-FEES	Purchasing	.570-6362
Code Enforcement	.570-2633	SCE—Electricity	.(800) 684-8123
Doing Business with the City	.570-6361	Trash Collection	.570-2876
Downsizing/Mass Hiring Assistance	.570-3731	Utility Bill Payment Programs	.570-5700
FIRE: Cell Phone Emergency Number	.436-8211	Water Emergency	.570-2390
General Information about City	.570-6555	Water, Gas and Sewer—Start-End Service/Billing	.570-5700
P&B Development Services Center	.570-6651	Verizon—Phone	.(800) 583-4000
Employee Hiring/Pre-Screening Assistance	.570-3757	Zoning Information Line	.570-6194
Enterprise Zone	.570-3842		
Gas Emergency	.570-2140		
Gas Pilot Lighting	.570-5700		
Graffiti Hotline	.570-2773		

To find additional City phone numbers, please visit the City's website at www.longbeach.gov, and search for "Facts at a Glance."

The City of Long Beach Purchasing Division
333 W. Ocean Blvd., Plaza Level
Long Beach, CA 90802

ADDRESS SERVICE REQUESTED

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LONG BEACH
CityWorks

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BUSINESS RESOURCES, NEWS, AND TIPS FROM THE CITY OF LONG BEACH

ISSUE 2 APR '07

Welcome to CityWorks



Suzanne Frick
Director of Planning & Building
(562) 570-6351
Suzanne_Frick@longbeach.gov

Improvement. Service. Efficiency. Business Stakeholders. Four key words for the City—and specifically for the Planning & Building (P&B) Department.

We recently completed an evaluation of the permit process, surveyed our business customers and identified ways we can offer more effective service.

- As a result, P&B has taken the following steps:
- Renovated the Development Services Center and renewed the "One Stop" location so business customers can easily get all information needed at one place.
 - Provided customer service training seminars for all team members.
 - Developed a Customer Bill of Rights, including performance standards and permit turnaround times.
 - Improved the P&B website with online staff reports, interactive maps and current information.

In the coming months, P&B will:

- Create a specialized unit to facilitate customers and their projects from the beginning to completion.

- Establish and publish specific timelines for permits, plan checks and inspections.
- Implement online permitting, real-time access to inspection and plan check status, and up-to-date property information.

And, to better serve the public, the Planning Commission has rescheduled its meetings from mid-day to 5:00 p.m., beginning on May 3.

Also, you'll want to know about the City's Long Beach 2030 Plan, a significant undertaking that will direct the future of the City. You can read about it on page 7.

With your support, P&B will continue improving our services to the business community.

Sincerely,

We Can Help Turn City Hall into City Hallelujah!

The small business community is vital to our community – and helping small businesses grow and prosper is a key mission of the City. If you're a Long Beach business owner in need of a loan for working capital, equipment or real estate, the City's Economic Development Bureau has a number of loan programs that might fit your needs.



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Published by The City of Long Beach
333 W. Ocean Blvd., Long Beach, CA 90802
www.longbeach.gov

The Microenterprise Loan Program provides loans up to \$25,000 for start-up and existing businesses with five or fewer employees. For firms with greater capital needs, the Business Loan Program can provide financing up to several hundred thousand dollars. And, the Grow Long Beach Program offers SBA 7a loans for existing businesses with even greater capital needs.

We're here to help you. Please contact one of our loan specialists at: (562) 570-3800.



Business Diversity Abounds at the LB Airport Area Complex

Long Beach is known for its diverse business and residential communities. Located in the center of the city is perhaps its most diverse business community, the “Airport Area Complex.” The Complex, situated just north of the San Diego Freeway (I-405) is bordered by Carson Street, Clark Avenue and Cherry Avenue.

This Complex is home to 180 companies, representing a broad range of industries. Naturally, many of the companies are defined as “Airport Dependent,” requiring a location at an airport. Two examples of such firms are:

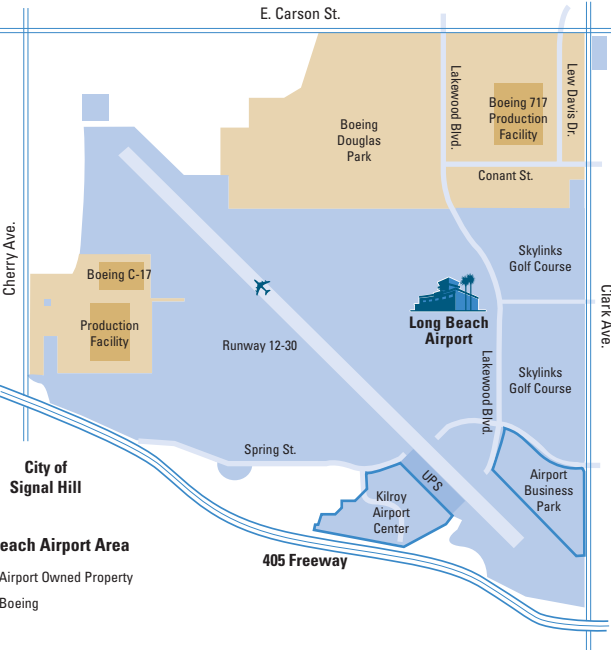
- ▶ Boeing, which operates the C-17 manufacturing and servicing center as well as Boeing Realty.
- ▶ Gulfstream Aerospace Corporation, which operates a final-phase manufacturing facility. Now in its 20th year, Gulfstream employs over 600 people at this location.
- Other companies benefit significantly by being in close proximity to our airport. These include:
 - ▶ FlightSafety International, whose world-class flight simulators are used to train pilots from around the world.
 - ▶ Alteon, a Boeing company, is another international pilot training corporation that has chosen Long Beach for one of its training centers.

But the Airport Area Complex also includes many firms that have selected this location based on other factors. This area is home to the Airport Marriott Hotel, Skylinks Golf Course, and two institutions of higher learning, DeVry University and Embry-Riddle Aeronautical University. Plus, there's a cluster of Class-A commercial office developments, including the Kilroy Center and the Airport Business Park, that house companies

in fields ranging from accounting and law to real estate and physical therapy.

Based on a study completed in 2005, here's a snapshot of the Airport Area Complex and the significant impact that it has on our local economy.

- ▶ Total area: Approximately 1,700 acres
 - 1,166 acres City-owned, for airport purposes
 - Approximately 530 acres Boeing-owned
- ▶ Total number of businesses within the Complex: 180
- ▶ Number of Airport tenants (located on City-owned Airport property): 178
- ▶ Number of people employed: 15,940
 - 13,000 employed in manufacturing or transportation
 - 520 employed in trade, finance, insurance and real estate
 - 2,195 employed in services, including hotel, automotive, parking, health, legal and educational services
 - 235 employed in government or city service
- ▶ Average Salary: \$65,273
 - 60% higher than that of Los Angeles County (\$40,928); includes Boeing manufacturing
 - \$46,700 average salary for non-manufacturing positions; 14% higher than that of Los Angeles County ■



A No-Brainer: You'll Want to Participate!

Question: Which 2006 Long Beach event attracted more than 80,000 people and included a grueling 54-mile water ski race to Catalina Island and back; a hugely popular sand castle-building contest; an extreme land-and-sea sports camp for people with disabilities; and world-class sailing?

Answer: The Long Beach Sea Festival!

Sea Festival, a two-month summer celebration that positions Long Beach as Southern California's top recreational summer destination, features an incredible range of events for families and visitors. It's also an ideal marketing and promotional vehicle for companies who sponsor the events and have their names associated with the Festival.

This year's Sea Festival will run from the end of June through August and will include another impressive lineup of events. For more information on how you can participate as a sponsor, please email Chris Pook at crp78c@aol.com.



City Quiz

These questions are taken from the stories in this issue of CityWorks. Answers on page 6.

- How many people attended last year's Sea Festival?**
A. More than 65,000
B. More than 80,000
C. More than 110,000
- How many businesses are located in the Long Beach Airport Area Complex?**
A. 117 B. 180 C. 214
- In fiscal year 2007, what is the Port of Long Beach's goal for combined small business / very small business participation in its projects?**
A. 18% B. 25% C. 35%
- The Long Beach 2030 plan is important to businesses for which reason?**
A. It will determine where new development will be located and what it will look like.
B. It will determine if cars, bikes, bus and pedestrian traffic will be in my business area.
C. It will determine what kind of jobs will be needed by 2030.
D. All of the above.
- What's a good way to discourage graffiti?**
A. Use anti-graffiti coatings.
B. Cover walls with shrubs or vines.
C. Remove graffiti as soon as possible so it's not repeated.
D. All of the above.

Improving Skills, Increasing Employment

If your business needs employees with specific skills, or if you want to hire local students for summer work, where do you look?

Here's a tip: Contact the City's Workforce Development Team.

Our role is to support the workforce needs of our community, helping employers to find the right people and residents to land the right job. Areas of recent focus include local healthcare, construction trades, petrochemical, and goods movement industries.

Workforce Development offers fast, free, and convenient solutions, including:

- ▶ A pool of experienced job applicants
- ▶ Assistance in creating training programs that address worker shortages
- ▶ Soft skills assessments and background checks

- ▶ On-the-job training
- ▶ Employee skills upgrading
- ▶ Connection to hiring tax credits
- ▶ Labor market information ■

To learn more

For more information on how Workforce Development can assist you with your hiring needs:

Online: www.longbeachworkforce.org
Phone: Bryan Rogers
Workforce Development Manager
(562) 570-3701
Email: Bryan_Rogers@longbeach.gov

Helping—and Hiring—Local Youth

What are your upcoming hiring needs? Workforce Development can connect you with a job-ready young person, either at our upcoming Summer Opportunities Youth Fair or whenever you're ready to hire.

Each year, the Workforce Development Team works hard to connect young adults with the job market during the summer months—and beyond—through its Hire-A-Youth Program. Working with high school students at our

Youth Opportunity Center and on local high school campuses, we conduct timely work-readiness sessions throughout the year, preparing young people for local employment opportunities.

The program's a double winner: Young people are offered a path to higher skills and paid employment; and businesses hire bright young employees while helping Long Beach youth. ■

Getting Started

Hire-A-Youth Summer Opportunities Fair

When: Wednesday, May 30
2:00 p.m. – 6:00 p.m.

Where: Long Beach Convention and Entertainment Center, Seaside Meeting Rooms, 300 E. Ocean Blvd., Long Beach

To learn more

For more information about hiring youth or to register for our Summer Opportunities Youth Fair:

Online: www.longbeachworkforce.org
Phone: Gina Perez
Workforce Development Specialist
(562) 570-3731
Email: Gina_Perez@longbeach.gov

To learn more

For more information on the Long Beach Airport Area Complex:

Online: lgbarpt@longbeach.gov
Phone: Steve O'Keefe, Business Support and Leasing Manager
Long Beach Airport, (562) 570-2621
Email: steve_o'keefe@longbeach.gov

We'd like to hear your thoughts about this edition of CityWorks.

What do you like about it? How can we improve it?

Please email your comments to us at citymanager@longbeach.gov.

Resources for Small Businesses

The City and Port can offer you small business services and programs specifically designed for you. Here's how.

THE CITY: SMALL BUSINESS DEVELOPMENT CENTER

Starting and growing a small business can be tough, but here's a valuable resource that can help: the Long Beach Small Business Development Center.

Small Business Development Centers (SBDCs) are a nationwide program run by the Small Business Association (SBA) to help small businesses grow and prosper. Last year, Long Beach City College was named the host for the Los Angeles-Ventura-Santa Barbara counties region—an area that includes ten SBDCs, including the first ever in Long Beach!

The City of Long Beach is a principal supporter of the Long Beach SBDC, which provides services to persons or small businesses who:

- Intend to start up a business
- Are preparing a marketing or business plan
- Seek information on a business loan

- Would like to be involved with importing/exporting
- Need to solve legal business problems
- Want to establish financial systems and controls
- Want to increase sales, reduce costs and improve profitability
- Need guidance on specific business problems

Are you a "small business?"

Most of us think of "small businesses" as having just a handful of employees. But according to the State of California you can have up to 100 employees with a gross revenue up to \$12,000,000, and still be a small business! "Microbusiness" covers what most people think of as a small business.

Either way, small or very small, the Long

Beach SBDC can assist you. It also serves as a portal to SBA business lending, which is a prime source of capital for start-up, early stage or existing small businesses. ■

To learn more

For more information on the Long Beach SBDC and what it can do for you: visit us at the City's Career Transition Center, 3447 Atlantic Ave.

Online: cms.longbeach.gov/bdc and click on business assistance
Phone: Sheneui Sloan
Office of Economic & Resource Development
Long Beach Community College District
(562) 938-5004
Email: ssloan@lbcc.edu

THE PORT: BIG PLANS FOR SMALL BUSINESSES

You're a small business. The Port of Long Beach is huge. So, what are the odds that you'll land a major contract at the Port?

Actually, pretty good—thanks to the Port's Small Business Enterprise (SBE) / Very Small Business Enterprise (VSBE) Program (Microbusiness). The program ensures that small businesses have a good chance at the Port's construction, consulting, and procurement opportunities. It also includes

training forums to help smaller businesses learn how to work with the Port.

Do the math: Of nine major contracts awarded in the 2005 fiscal year, six prime contracts worth \$15.3 million went to SBE/VSBE firms. Smaller businesses also served as subcontractors in other contracts, bumping up the total participation for smaller businesses to \$16.8 million. Plus, they won contracts for smaller projects. For fiscal 2007, the Port's goal is 25% combined SBE/VSBE participation in its projects—of which 5% should be VSBE. That spells opportunity.

Your first step: Get onto "The Network"

For the Port to hire you, it has to know about you. So, it set up an online small-business database

and certification process called "The Network." Your small business needs to be pre-registered and certified on The Network to participate in Port projects under the SBE/VSBE Program. Here's the web address: www.polb.com ■

To learn more

For more information on doing business with the Port:

Online: www.polb.com and select doing business with the Port
Phone: Sashi Muralidharan
SBE Administrator
Port of Long Beach
(562) 590-4146
Email: samural@polb.com

LONG BEACH IS OPEN FOR BUSINESS

Want some professional advice for growing your business?

You'll want to attend the City's **3rd Annual Business Opportunities Open House** on April 30.

The Open House is free, and it offers some great tips and information for business owners. Each City Department will have representatives available to meet with you at the City's Procurement Pavilion. In addition, you can attend breakout sessions designed to help your business flourish.

- Date: Monday, April 30, 2007
- Place: Long Beach Convention and Entertainment Center, 100 South Pine Avenue

- Time: 12:00 p.m. – 2:00 p.m.
Special program for Long Beach vendors
- 2:00 p.m. – 6:00 p.m.
Open to all vendors

To learn more

For more information on the City's Business Opportunities Open House:

Phone: Alice Pitts
Local Business Liaison
(562) 570-7745
Email: Alice_Pitts@longbeach.gov

Chamber to Honor Entrepreneurs of the Year

Dr. J. Mario Molina and Mr. John Molina of Molina Healthcare will be awarded the Entrepreneur of the Year Award at the City National Bank Entrepreneur of the Year Luncheon, hosted by the Long Beach Chamber of Commerce on April 26. The event, held at the Hyatt Long Beach, begins at 10:30 a.m. with a networking and business exposition.

For more information on this event:

Please contact Elisa Margoni
Chamber's VP of Special Events
(562) 436-2810.

LOW-COST SMALL BUSINESS INSURANCE

Are you a small-business vendor or contractor wanting to meet the City's insurance requirements for bidding on small, low-risk projects for the City of Long Beach? The City can help you. We have an agreement with Driver Alliant Insurance Service to provide low-cost insurance, which covers City projects only. ■

To learn more

If you're interested in participating in this program:

Phone: Dale Seltin, Driver Alliant
(949) 660-8178
For information from the City,
Phone: Alice Pitts, Local Business Liaison
(562) 570-7745
Email: Alice_Pitts@longbeach.gov

BIZCONNECT Your Business Resource Center

Starting a business. Financing a business. Writing a business plan. If you need help with these or other business challenges, here's a great resource: BizConnect, the Long Beach Public Library's Business Center. You can get valuable information online at www.longbeach.gov and search for bizconnect or by visiting the Main Library.

Long Beach Public Library

101 Pacific Avenue
Long Beach, CA 90822

Phone: (562) 570-7500
Fax: (562) 570-7408





Tired of Graffiti? Here's How You Can Help.



The City takes graffiti seriously and we need your help. Graffiti reduces property values and diminishes our quality of life. It also hurts business and requires both City and personal funds to clean it up.

It's a fact that neighborhoods and businesses that allow graffiti to remain visible tend to attract more crimes—so the City notifies private property owners and requests that they actively address

You may want to consider these deterrents before you get “repeat graffiti.”

- Remove graffiti as quickly as possible. Graffiti that remains visible emboldens taggers and encourages more graffiti.
- Make sure buildings and property have ample lighting. Consider motion-sensor lights if appropriate.
- Use anti-graffiti coatings on walls, windows and other surfaces.
- Use shrubs, thorny plants and vines to limit access and cover areas that might get tagged.
- Control access to property via fencing, fixed entrance/exit points, and barriers.
- Limit access to roofs by moving vehicles and storage bins away from buildings and installing a high fence; low fences can be used as ladders by taggers.
- Maintain building and facility appearances. Littered parking lots, broken fences and windows, and overgrown landscaping encourage graffiti and other crimes. ■

► **Small Business Resource Guide Out This Spring!**

Starting or growing a business can be a challenging process. The new Resource Guide can help you learn about, and access, free or low-cost business solutions. Watch for it in the mail or at www.longbeach.gov.

repeat graffiti on their property and consider certain deterrent measures.

How can you help? If you see graffiti, call the City's Graffiti Abatement Hotline at (562) 570-2773. In addition, if you feel that you have become a victim of repeat graffiti and wish to make a graffiti police report, please call (562) 435-6711.

Save these important Graffiti Abatement phone numbers:

- City of Long Beach Graffiti Abatement Hotline (562) 570-2773
- Los Angeles County Graffiti Hotline, including flood control structures (800) 675-4357
- Long Beach Water Department facilities and fire hydrants (562) 570-2441
- CalTrans, freeway graffiti (310) 342-6161
- Long Beach Free Paint Voucher Program (562) 570-2773 ■

Business Smarts REDEVELOPMENT AND PUBLIC SAFETY—WORKING TOGETHER

When you think of redevelopment, you don't often connect it with public safety. However, working closely with the City's public safety departments, the Long Beach Redevelopment Agency has had a significant impact on crime in the city, through the elimination and subsequent beautification of blighted properties that often act as a magnet for illegal activity.

When blighted properties are re-developed, new and upgraded structures are used to improve the level of public safety for the entire neighborhood. For example, after a long history of attracting illegal activity to the neighborhood, a recycling center in central Long Beach was shut down and purchased by the Redevelopment Agency for future re-development. The result? The Long Beach Police Department has reported an 18 percent drop in crime in the surrounding community.

Improving the City's image

The Redevelopment Agency is also involved in improving the appearance of commercial corridors and neighborhoods in Long Beach by displaying public art projects, placing new gateway signage at our city's entrances, constructing land-scaped traffic medians, adding street trees, and rehabilitating business facades.

These redevelopment measures not only reduce crime and raise the quality of life for residents—they also improve the business environment in our city.

To learn more
For more information about
Redevelopment and Public Safety:

Online: www.longbeach.gov/cd.redevelopment
Phone: Craig Beck, Redevelopment Bureau Manager
(562) 570-6315
Email: Craig_Beck@longbeach.gov

Help Plan the Future of Long Beach

Envision 23 years from now: What will Long Beach be like?

You can help decide by taking part in the Long Beach 2030 Plan, which is the process for updating the City's General Plan—a comprehensive, long-term plan that is the vision for the city's future.

The Long Beach 2030 plan, with your input as a businessperson or resident, will examine these questions and many more:

- Where should new development occur in our city and what should it look like?
- How will we integrate cars, buses, bicycles, and pedestrians into how we move around our city?



Keeping Residents and Businesses Moving

Last year alone, City and contract electricians built ten new traffic signals and completed more than 50 other traffic signal safety and capacity improvement projects. This increased focus on the traffic signal system is intended to keep us moving during the peak periods and to enhance safety for us all.

In 2007, new traffic signals will be constructed at:

- Lime & Broadway
- Lime & 4th Street
- Chestnut & 4th Street
- Market & Lewis
- Anaheim & Park
- 10th & Park
- Long Beach & 51st Street
- Atlantic & 59th Street
- Alamitos & 15th Street

There are also more than 100 other improvements planned for the traffic signal system, from synchronizing traffic signals and installing left turn arrows, to completely reconstructing aging traffic signals. These and other improvements will help keep the city's businesses on the move. ■

- How do we preserve and protect our environment for future generations?
- How do we encourage jobs within our city and what types of jobs do we need?

Get involved now—this is your city's future

Over the next 24 months you'll have opportunities to share your vision for our city. Here's how you can participate:

- Visit www.longbeach2030.org, where you can take our survey, view interactive information and sign up to receive email updates.
- Visit your local library or City Hall to pick up information and offer opinions.

- Attend community and neighborhood meetings.
- Visit the Long Beach 2030 traveling kiosk and Plan Van, where you can offer your ideas on Long Beach's future.
- Participate at local schools, where students can put their imaginations to work. ■

To learn more
For more information on planning
the future of Long Beach:

Online: www.longbeach2030.org
Phone: Angela Reynolds
Planning Officer
(562) 570-6357

The Long Beach
2030 Hotline
(562) 570-PLAN (7526)
Email: Angela_Reynolds@longbeach.gov

To learn more
For more information on related city traffic issues:

Phone: David Roseman, City Traffic Engineer
(562) 570-6665
Email: David_Roseman@longbeach.gov

- **Answers to the CityWorks Quiz on page 3.**
Q1: C - More than 80,000 (see pg. 2)
Q2: B - 180 (see pg. 2)
Q3: B - 25% (see pg. 4)
Q4: D - All of the above (see pg. 7)
Q5: D - All of the above (see pg. 6)

